

ORDER

KSNV

Orders
Order / Rev: 106602
Alt Order #: 06852462
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2690
Flight Dates: 09/17/12 - 09/30/12
Original Date / Rev: 09/14/12 / 09/14/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Strategic Media Placement, Inc.
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heck, Joe for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	61	\$35,950.00	\$30,557.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$35,950.00	\$30,557.50	0.00
Totals	61	\$35,950.00	\$30,557.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$35,950.00
Market	100%	\$119,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$35,950.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$35,950.00
KTUD	0%	\$0.00
KVVU	10%	\$11,983.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/Wagm	CM	6-7a	MTWT---	:30	4	\$450.00	2	0.00	NM	8	\$3,600.00
				M-F 6-7a WakeUp w/Wagners											

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/17/12	09/23/12	MTWT---	4	\$450.00	0.00

Advertiser	Heck, Joe for Congress	KSNV
Product Desc:	JOE HECK 4 CONGRESS	
Estimate:	2690	

Totals	61	\$35,950.00
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